City of Fredericksburg

Bill Freehling

Director, Economic Development and Tourism

Oct. 14, 2020

About me

- Director of EDT since July 2016
- Before that assistant director for two years
- Before that FLS business reporter for 10 years
- Live in downtown Fredericksburg
- Married with two kids (8 and 10) and one dog

About Fredericksburg EDT

- 706 Caroline Street
- Five FTE, 15 PT
- Goals: Increase tax revenue, promote Fredericksburg, grow economy
- Economic Development:
 - Business attraction
 - Business retention and expansion
 - Promotion of City, its businesses
 - Workforce development
- Tourism:
 - Market City to consumers, groups
 - Run FXBG Visitor Center
 - Oversee VisitFred.com, social media
 - Window Wonderland, Restaurant Weeks

EDT role in overall organization

- I report to City Manager
- City Manager reports to elected City Council
- City Council sets overall direction, staff carries it out
- We work closely with Parks and Rec, Planning, Public Works



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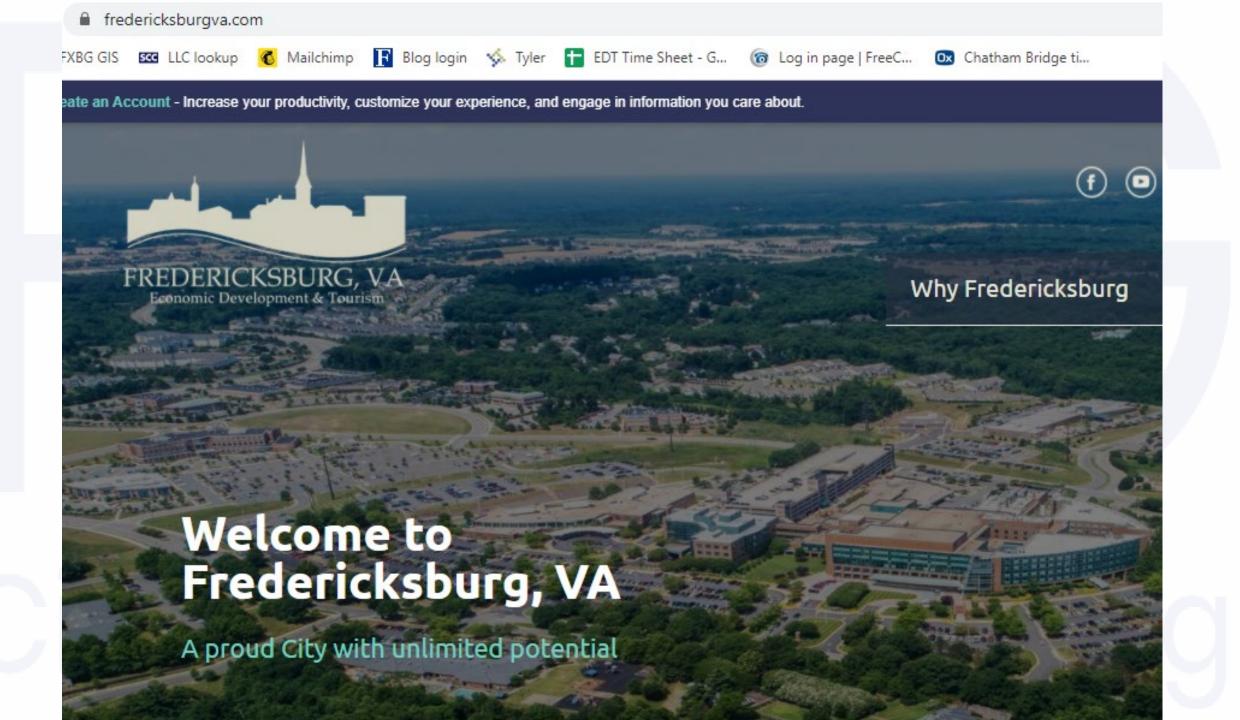


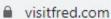
Your weekly source for Fredericksburg business and tourism information and events.

<u>Department of Economic Development and Tourism</u>

September 24, 2020







SCC LLC lookup

Mailchimp



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DISCOVER ~

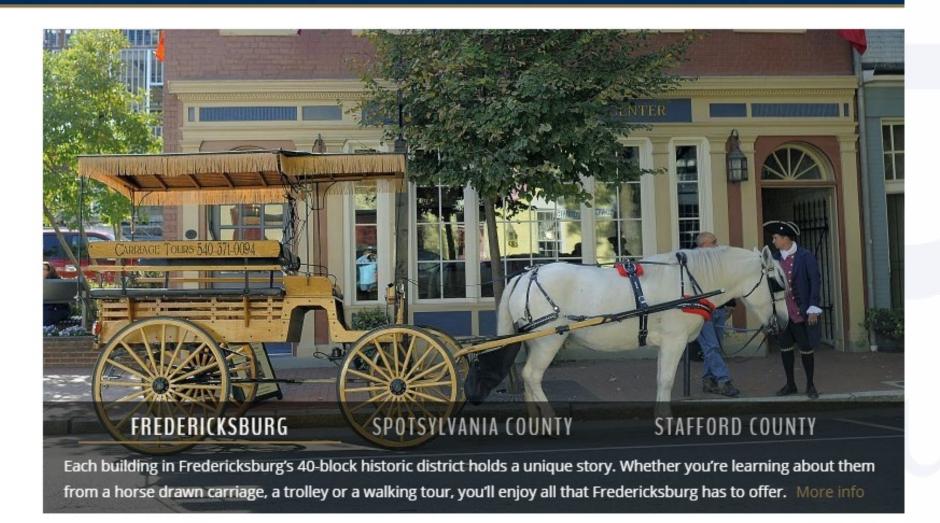
STAY

DINE

EVENTS

BLOG ~

PLANNERS ~



Freehling Finds (Weekly Video)

 https://www.youtube.com/watch?v=IrFzx4mf9fs&list=PLtuxtF-76btSOChbZBvAgRd2n0IC9CYCX&index=1

 https://www.youtube.com/watch?v=Gr1fAB6Tbb8&list=PLtuxtF-76btSOChbZBvAgRd2n0IC9CYCX&index=7

 https://www.youtube.com/watch?v=Ki5aRaZ-itg&list=PLtuxtF-76btSOChbZBvAgRd2n0IC9CYCX&index=12

Fredericksburg's attributes

- Great location
- History
- River, outdoor opportunities
- Walkability and authenticity
- Broadband/telework
- Relative affordability
- Center of fast-growing region (10.2 square miles)
- UMW, MW Hospital
- Amtrak/VRE
- Workforce
- Community pride, traditions
- Restaurants, art galleries, retail
- https://fredericksburg.com/news/local/fredericksburg-listed-as-one-of-bestplaces-for-seniors-in-u-s/article_4bd94d52-b7cd-5071-9594-c53f41f48fef.html

On the horizon...













Questions?

Thanks for having me "here" today!